



# CALL FOR PHILIP MORRIS

AMERICA'S FINEST CIGARETTE

Enjoy to the full the flavor and aroma of the world's finest tobaccos — with no worry about throat irritation — even if you inhale!



I found by eminent doctors: on comparing, four other leading cigarette brands average three times as irritant as the strikingly contrasted Philip Morris — and, the irritation lasts more than five times as long!

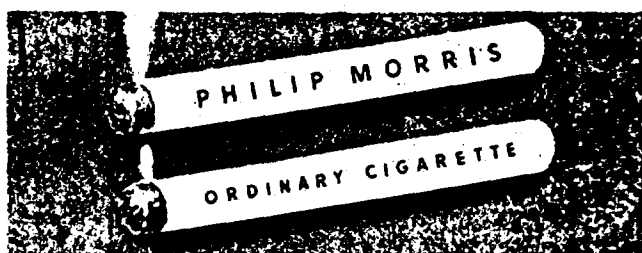
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## DO YOU INHALE?

All smokers do — some times. And inhaling increases the chance of smoking-irritation.



● Long known to eminent medical authorities is this vital difference between Philip Morris and four other leading cigarettes. On comparison, the other four brands averaged 235% more irritant than the strikingly contrasted Philip Morris. Read on:

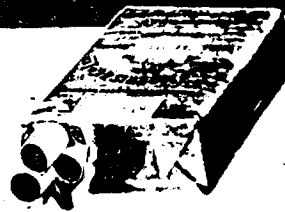


● Further — the irritant effect of the four other leading brands was found to last more than five times as long! You can't see this difference — but you can feel it, especially when you inhale! That's vital to all who smoke!



● Especially if you inhale — Call for Philip Morris! Enjoy the world's finest tobaccos — with no worry about throat irritation.

**AMERICA'S FINEST CIGARETTE**



CREATORS OF FAMOUS CIGARETTES FOR 93 YEARS. ALWAYS UNDER THE PHILIP MORRIS NAME

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